STATE OF HAWAII NOTICE OF SOLE SOURCE

Tobacco Preve	ment Officer is in the process of reviewing the request from the Depention & Education for the sole source purchase of the following Program	g goods, services, or cons
twelve (12) 1	al of advertising space for ad boards at the fo months: KahadaaMall, Pearlridge Shopping Center ping Center, Mark's Garage, Dole Cannery, Unive Plaza.	r, REstaurant Row,
Vendor: Address:	Ad Walls, Inc. 1001 Bishop Street, Suite 2820 Honolulu, HI 96813	
Term of Contrac	t: From: To: 06/30/2005	Cost:
Direct any inquir Department: Hea	ies to: lth/Community Health Division/Tobacco Prevention & Education Program	Phone Number:
Contact Name/Title:	Julian Lipsher - Program Coordinator	(808) 586–4662
Address:	1250 Punchbowl St. Rm 217	Fax Number:
	Honolulu, HI 96813	(808) 586-8252
accessible to the p	ce of sole source shall be posted by the Chief Procurement Officer aublic, at least seven calendar days prior to any approval action.	
•	Chief Procurement Officer	
	Office/Agency	

SS Number: 04-44-M

SPO Form-1A (Rev. 6/98)

Date Notice Posted: MARCH 18, 2004

STATE OF HAWAII REQUEST FOR SOLE SOURCE

'04 MAR 18 A8:00

TO: Chief Procurement Officer

Description of goods, services, or construction:

STATE PROCUREMENT OFFICE STATE OF HAWA!!

FROM: Department of Health/Community Health Division/Chronic Disease Management & Control (Department/Division/Agency) Branch/Tobacco Prevention & Education Program

Pursuant to § 103D-306, HRS, and Subchapter 9, Chapter 3-122, HAR, the Department requests sole source approval to purchase the following:

Monthly rental of advertising space for ad boards at the following locations for

Name of Vendor: Ad Walls, LLC

Address: 1001 Bishop Street, Suite 2820
Honolulu, HI 96813

| Name of Contract: | From: 07/01/2004 | Prior Sole Source Reference No: | Prior Sole

The goods, services, or construction has the following unique features, characteristics, or capabilities:

A major target group of the State's Tobacco Prevention & Education Program is youth ages 11 to 17. Mall traffic studies have shown that youths in this age group gravitate toward shopping outlets and movie theaters.

Advertising and marketing in the state's shopping centers and malls provide the Department of Health to capitalize on the traffic generated by the shopping centers. By utilizing professionally designed ads in shopping centers and malls, the DOH can target their advertising and marketing efforts to specific teen age population that frequent the malls and shopping centers.

The ad boards are alreer than life, high-gloss, vinyl billboards that measure 6'x8' and 6' x 12'. Marketing studies hae shown that these ads will be seen at least six (6) times by shoppers every month. DOH evaluations have revealted that there is a

76% awareness by teens, ages 11-17, of DOH anti-smoking ads.

S.S. Number: <u>04-44-M</u>

SS-03-17-J

SPO Form -1 (Rev. 6/98)

How the unique features, characteristics, or capabilities are essential for the agency to accomplish its work: A statewide media and countermarketing campaign is a core component of the

	acco Prevention and Control Program to shopping center and mall poster/billboard t of the teen anti-smoking program. Other and the purchase of advertising space
	·
The following other possible sources for the goods, services because:	s, or construction were investigated but do not meet our needs
Ad Walls, LLC is the only vender that prostructures and interior locations in different the state. There are no other vendors for	ferent shopping centers and malls throughout
Direct Questions To: Julian Lipsher	Phone:586-4662
goods, services, or construction are available through MAR 7 200 FOR Department/Agency Head Date Deputy Director of Health	
Title (If other than Department/Agency Head)	
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Chief Procurement Officer's Comments:	<u> </u>
Chief Procurement Officer's Comments:	·
Chief Procurement Officer's Comments:	
Chief Procurement Officer's Comments:	-
Chief Procurement Officer's Comments:	•
Chief Procurement Officer's Comments:	
Chief Procurement Officer's Comments: Please ensure adherence to applicable administrative and st	catutory requirements.
Please ensure adherence to applicable administrative and st	ratutory requirements. Yes No If no, a contract must be executed and
Please ensure adherence to applicable administrative and st Expenditure may be processed through a purchase order:	Yes No If no, a contract must be executed and
Please ensure adherence to applicable administrative and st Expenditure may be processed through a purchase order: Y funds certified.	
Please ensure adherence to applicable administrative and st Expenditure may be processed through a purchase order: Y funds certified.	Yes No If no, a contract must be executed and

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